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Torrance Hamburger King Never Heard of Inflation

A Torrance businessman named Ron Daley not only sells more hamburgers than anyone else in Torrance—but he is part of an impressive 31-state organization that has nailed down the national hamburger championship.

Daley is operator of the McDonald's Drive-In at 17305

Crenshaw where the 15-cent hamburger still reigns inflation notwithstanding. People throughout the country flock to the 225 McDonald's drive-ins, just the way families in Torrance crowd Daley's establishment.

AS A RESULT, McDonald's

sold 100 million hamburgers throughout the nation in 1960 alone—and total sales since the first McDonald's was opened in April, 1955, passed the 400 million mark back in September.

McDonald's has held the 15-cent price line despite a general 20 per cent rise in the cost of living in the past decade.

"This puzzles people at first," reports Daley. "The public has been conditioned to expect that in order to be good it must be costly. We have bucked the trend to prove otherwise."

AT THE SAME time that the

streamlined McDonald's assembly line keeps overhead down, quality control keeps a constant check on the food itself.

"Our hamburger beef is fresh daily—we use no frozen foods. Each patty weighs 1.6 ounces, and we get 10 hamburgers from each pound of meat. We work with the American Meat Institute to insure the quality of our beef," points out Daley.

Everything else on the McDonald's menu gets the same careful attention. (The drive-in sells French fries, soft drinks, milk shakes, coffee and milk, as well as hamburgers and cheeseburgers).

"THERE IS A special art to making French fries, for example," continues Daley. "We use the finest Idaho potatoes. We cure them, peel and cut them, two-stage fry them and sell three ounces for 10 cents."

Fresh, pure syrups are used in milk shakes—including pure strawberry juice, Daley reports proudly. Hamburger buns are carefully checked for texture, flavor and color.

Another secret of McDonald's success is the unique guidance provided by McDonald's central headquarters in Chicago, which shares its tested principles of quality, service and business procedure with the local operator.

BESIDES THE training he got before opening his McDonald's drive-in in Torrance, Daley has a 200-page McDonald's handbook which covers every aspect of the operation.

One of McDonald's full-time field supervisors occasionally drops in to talk over business problems, and there is a close relationship between Daley and main headquarters.



JAZZ STAR . . . Wild Bill Davison, acknowledged as the world's greatest cornetist, has opened at MarineLand eRestaurant in Palos Verdes. The famous jazz artist and his big Dixieland band are appearing in the dining establishment's "Porpoise Room."

College Students Put Local Man in Office

Larry E. Hendel, 2708 W. 225th St., has been elected by Long Beach State College students to the office of treasurer for the 1961-62 school year.

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B-B-Q-Pete Adds to Decor At Restaurant

On the theory that a place is never complete, B B Q PETE has just completed another redecorating job on his restaurant at 111th and Hawthorne Blvd.

Shoji screen paneling from Belgium as done by Smilie with futuristic designs have been installed above the booth separations in all shades of the rainbow reflect, like so many crystals, from the beautiful new hanging lamps. This same theme is carried out in the cocktail lounge and other dining rooms.

On the south wall of the main dining room is a mural of the old West depicting the rail fence entrance to a western ranch with horses and cattle grazing in the pasture . . . and the most beautiful part of this mural is the way the artist caught the sunset coloring on the background mountains.

Public Schools Week Noted by Co-op Nursery

In commemoration with the national observance of Public Education Week, Monday through Friday, the Torrance Cooperative Nursery School is seeking new applications for children between the ages of three and five for enrollment, according to Mrs. Harold Anson, president.

The school, located on 182nd St., west of Hawthorne Blvd., is sponsored by the Adult Education Dept. of the Torrance Unified School Dist., and is under the direction of Mrs. Milton Barter, a professional teacher.

Twenty-five families participated in the school's program with each mother taking an active part as a teacher once a week. The school has a four day program 9 to 11:30 Monday through Thursday.

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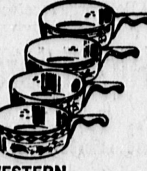
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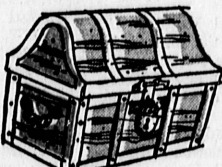
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